

*Webinar on*

# **3 Essential Webinars To Understand The Framework Of The False Claims Act, Medicare And Medicaid And Federal False Claims Act**

# Webinar Description

This webinar package will provide an in-depth understanding of the Federal False Claims Act, Federal Anti-Kickback and Stark laws, and discuss how marketing activities can trigger either or both, how the Medicare and Medicaid Patient and Program Protection Act of 1987 changed the Act and how it is administered, and also detail description about false claim act and hospital fraud.

The webinar format is 1-1.5 hours audio-visual presentation, including a brief Q&A session.

This webinar bundle includes below 3 recorded webinars:

**Anti-Kickback, Fraud, Stark and Marketing – Where are the landmines?**

**Marketing to Medicare or Medicaid Beneficiaries - What you Can and Cannot DO**

**False Claims Act (or Whistleblower Act) and Hospital Fraud**



# Anti-Kickback, Fraud, Stark and Marketing – Where are the landmines?

Presented by William Mack Copeland

This webinar will provide an in-depth understanding of the Federal False Claims Act, Federal Anti-Kickback, and Stark laws, and discuss how marketing activities can trigger either or both.

This program will review the Federal False Claims Act and its various elements. It will examine what it covers and how it works, what is required to prove a false claim, who can bring an action under the Act, its damages, and how it interfaces with the Anti-Kickback Statute.

It will also provide an understanding of the Anti-Kickback Statute, what it prohibits, its intent, its exceptions, and its scope. In addition, it will provide an overview of Stark I and Stark II, how Stark differs from the Anti-Kickback Statute, what it prohibits, designated health services, the Stark penalties, enforcement, and exceptions.



# Marketing to Medicare or Medicaid Beneficiaries - What you Can and Cannot DO

Presented by William Mack Copeland

Because the Anti-Kickback Statute is so broad it what it prescribes, healthcare organizations, conducting what would be normal marketing activities in other industries, have run afoul of the Statute on numerous occasions. The Statute and the regulations only tell part of the story. This program will review not only the Statute and its safe harbors but will provide an in-depth overview of OIG guidance and advisory opinions dealing with marketing activities, as well as a review of case law regarding marketing behavior. This program will discuss the Federal Anti-Kickback Statute, what it prohibits, its penalties, its scope, and its exceptions. It will also discuss how the Medicare and Medicaid Patient and Program Protection Act of 1987 changed the Act and how it is administered. It will also discuss how the 1987 Act added protections for entities covered by the AKS. The program will also review guidance from the Department of Health and Human Services Office of the Inspector General as well as case law interpreting the AKS. In addition, we will also provide recommendations regarding how organizations should conduct marketing activities.



# False Claims Act (or Whistleblower Act) and Hospital Fraud

Presented by Shauna Itri

A whistleblower or qui tam action can provide financial rewards to individuals who provide information that a company, hospital or individual has defrauded the government. The primary statutes under which this relief may be sought are the federal and state False Claims Acts (“FCAs”). State and federal governments pay hundreds of billions of dollars each year for pharmaceutical drugs, medical devices, hospital care, and nursing home care through Medicare, Medicaid, and other programs. Thus, the False Claims Act is often applied in the healthcare industry to fight fraud and specifically fraud committed by hospitals. Whistleblowers who report this fraud receive 15-25% of the amount recovered.



Much confusion lies around the whistleblower laws or claims brought under the False Claims Act. A whistleblower or qui tam action can provide financial rewards to individuals who provide information that a company or individual has defrauded the government. To the contrary, if the government finds that you have engaged in fraud against the government and you could be potentially be named in a whistleblower suit and be prosecuted civilly and/or criminally. Because state and federal governments pay hundreds of billions of dollars each year for healthcare, fraud waste and abuse are particularly rampant in hospitals and hospital systems. Attend this 60-minute webinar to understand the framework of the False Claims Act (or whistleblower statute), the procedures for filing a False Claims Act case, and the importance of protecting the court's seal. I will also discuss the pros/cons of bringing a case and important information you should bring to the attention of the government and the attorney representing you.



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